

YES, COUNT US IN!

We commit \$ _____ to help support the transportation public advocacy campaign!

Name: _____

Company Name: _____

Address: _____

Phone: _____

Email: _____

CORPORATE CHECKS CAN BE MADE PAYABLE TO:
MITA GAS TAX FUND • P.O. Box 1640 • Okemos, MI 48805-1640



The Michigan Infrastructure and Transportation Association (MITA) is a statewide construction trade association that consists of nearly 600 Michigan companies representing construction disciplines such as road and bridge, sewer and water, utility, railroad, excavation and specialty construction throughout the state of Michigan.

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MICHIGAN INFRASTRUCTURE &
TRANSPORTATION ASSOCIATION

LET'S MAKE
MICHIGAN
great again!

THE ROAD AHEAD





THE ROAD WE'VE TRAVELED

Six years ago, MITA created a proposal to raise funds and develop a comprehensive strategy for fully funding Michigan's transportation system. The state funding initiative has been quite successful to date in raising awareness at all levels. We have earned statewide editorial support and have developed unanimous recognition of need in the legislature. Here are just a few ways that your contributions have been put to excellent use.

- Hired a full-time public relations firm, economic consultants and legal counsel.
- Financed multiple studies including reports from the Mackinac Center and Anderson Economic Group that support increased transportation investment.
- Conducted polling and focus group analyses.
- Provided numerous legislative deliveries (bridge concrete and rubberized asphalt) and legislative candidate informational mailings.
- Developed numerous professionally designed brochures.
- Sponsored pothole tracking, photo contests and other publicity-related projects.
- Purchased significant radio and billboard advertisements.

However, we have yet to see a successful investment increase.

THE ROAD AHEAD

The fall of 2011 represents a huge opportunity to meet our goals and secure significant new state transportation investment. MITA is proposing a fresh approach and a new message to build public support for legislative action, and we need your financial support.

Governor Rick Snyder is expected to announce plans for a major infrastructure message to the legislature in early October 2011. With his bold leadership, this is the best chance in years to pass an enhanced infrastructure investment package.



MITA 2011 STATE FUNDING INITIATIVE GOALS

- Provide a boost in public support for increased infrastructure investment.
- Hire a seasoned political consulting/public relations firm to plan, coordinate and carry out a major paid advertising campaign.
- Create a new theme and message that is distinctly different from our previous efforts to build public support.
- Air TV, radio, direct mail, billboards and/or other social media tools as directed by the public advocacy plan.
- Engage specific geographic areas and legislative districts that provide key policymaker support.

WE NEED YOU!

IT IS CRITICAL THAT THOSE WHO SUPPORT INCREASED INFRASTRUCTURE INVESTMENT HELP TO FUND A CAMPAIGN THAT CREATES PUBLIC SUPPORT FOR THE ANTICIPATED SNYDER MESSAGE.

THE GOAL OF THE 2011 PUBLIC RELATIONS EFFORT IS TO RAISE AN ADDITIONAL \$1.5 MILLION IN CORPORATE CONTRIBUTIONS FROM CONTRACTORS, SUPPLIERS, LABOR UNIONS AND OTHER MICHIGAN TRANSPORTATION TEAM MEMBERS BY OCTOBER 2011.

THESE RESOURCES WILL SUPPLEMENT REMAINING DOLLARS TO SUPPORT A SHORT-TERM BUT INTENSE PAID MEDIA CAMPAIGN BEGINNING IN OCTOBER AND RUNNING THROUGH DECEMBER.

COMMITTING NOT ONLY FINANCIAL RESOURCES BUT YOUR TIME AND EFFORT IS VITAL TO OUR SUCCESS!

Support the 2011 effort to increase transportation funding!